



## **For Immediate Release**

### **Storrs Center Alliance Announces Two More Businesses for Storrs Center**

*Insomnia Cookies and Body Language Sign Leases*

February 16, 2012 – Storrs Center Alliance, LLC is pleased to announce that Insomnia Cookies and Body Language have signed leases for space in Storrs Center, the new mixed-use, pedestrian-oriented downtown under construction in Mansfield, Connecticut.

These businesses will add to the variety of shops and services in Storrs Center. Insomnia Cookies offers fresh-baked cookies for delivery late into the night. According to owner Seth Berkowitz, “We’ve been considering opening in Storrs since the first or second year of the business. We think that the combination of the new development and the location next to campus will be very successful for us.”

Body Language is an established business that will be moving into the new building at 9 Dog Lane. Body Language has been operating in its current location in Mansfield for 11 years. Owner Robert Lucey has been a tattoo artist for 16 years and notes that everyone at Body Language is fully certified by a doctor in hospital sterilization, per state law. Mr. Lucey, who became a tattoo artist after serving in the military and working as a chef, creates all custom artwork for his clients, who range in age from 18 to 85.

Mr. Lucey says the idea of a new downtown has been discussed since he has been in town, and he is looking forward to the opening of Storrs Center. “We have an opportunity to go into a new facility. New chapter, turning a new page,” he adds. “I am looking forward to the growth and think it will be good for everybody.”

Macon Toledano, Vice President of Planning and Development for LeylandAlliance LLC, the parent company of Storrs Center Alliance, is pleased with the ever-growing mix of businesses lining up for Mansfield’s new downtown. “Our goal from the beginning has been to create a mix of businesses that will serve residents and visitors of a variety of ages and interests,” explains Mr. Toledano. “These latest businesses to sign leases help meet that goal.”

Insomnia Cookies and Body Language join Dog Lane Café, Froyoworld, Moe’s Southwest Grill, Select Physical Therapy, and Storrs Automotive as some of the first businesses to open later this year after the first two buildings in Storrs Center are completed.

For more information about leasing opportunities, please contact Dan Zelson of Charter Realty and Development at (203) 227-2922 or e-mail him at [dan@chartweb.com](mailto:dan@chartweb.com).

For more information about Storrs Center, visit [www.storrscenter.com](http://www.storrscenter.com).

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*Storrs Center is a mixed-use town center and main street corridor at the crossroads of the Town of Mansfield, Connecticut and the University of Connecticut. Located along Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center will include a new town square across from the University's fine arts center and will combine retail, restaurant, and office uses with a variety of residence types. The town center plan will knit thoughtful architecture, pedestrian-oriented streets, and public spaces into a series of small neighborhoods that will make up the new fabric of the town center. Ground floor retail and commercial uses opening onto landscaped sidewalks will reinforce traditional street front activity and will be supported by residences above and shared community spaces.*

**[www.storrscenter.com](http://www.storrscenter.com)**

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